

FUNCTIONAL SUPPORT PLAN
FORT MONROE MWR MARKETING

January 31, 2003

GOAL 1: Establish trust of program managers and staff.

STRATEGY: Continually provide on-time, high-quality advertising for program managers and staff.

LONG TERM OBJECTIVE: Improve marketing office productivity and continuity to ensure trust of program managers and ultimately provide better advertising/service for their customers.

SHORT TERM OBJECTIVES:

1. Maintain high-quality standards for timely and effective advertising
2. Train successive employees to ensure continuity of operations and historical actions and records.

GOAL 2: Increase visibility of MWR programs/activities.

STRATEGY: Explore new marketing venues as well as maintain and up-date established advertising operations.

LONG TERM OBJECTIVE: Maintain competitive advertising campaign.

SHORT TERM OBJECTIVES:

1. Maintain graphic production, i.e. posters/flyers/brochures.
2. Design, maintain and update web pages for monroemwr.com.
3. Publish MWR E-zine weekly and update subscription list.
4. MWR Spring/Summer publication.
5. MWR banner.
6. Advertise MWR website.
7. Create logos for programs/activities.

GOAL 3: Implement Marketing Plan

STRATEGY: Use established marketing plan to assess MWR programs/activities.

LONG TERM OBJECTIVE: Reevaluate activity productivity and renewal necessary to maintain “cutting edge” advertising in service to the MWR customer.

SHORT TERM OBJECTIVES:

1. Upon request by program manager, provide marketing plan.
2. Provide marketing guidance.
3. Identify and initiate plan of action with program manager for increased productivity/revenue for activity.

GOAL 4: Professional Development

STRATEGY: Provide professional development opportunities for employees in the fields of marketing, graphic design and web design.

LONG TERM OBJECTIVE: Sustain a satisfied, skilled work force that can produce “industry standard” products in marketing, web design and graphic design to attract and maintain MWR customers.

SHORT TERM OBJECTIVE: Provide tools for employees to meet future requirements by improving efficiency and proficiency.